

A Study on Customer Perception towards Kitchen Appliances

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ABSTRACT

Understanding consumer's choice regarding the purchase of any goods and services is a difficult task. It is important to understand the factors affecting the customer perception. This study is conducting to identify the customer opinion on kitchen appliances and to make a comparative analysis between kitchen appliance brands like TTK Prestige, Hawkins and Butterfly with respect to price, quality, color, innovation, safety and healthy and services after sales.

Key words: Brand preference, Customer perception, Customer awareness and Customer expectations

INTRODUCTION:

Customer perception is a marketing concept that involves a customer's impression and awareness about a company and its services. Customer perception is what customers think of an organization. Perception helps to attract the new customers and also helps in maintaining good relationships with current customers. It decides how much a product sells and how a company is perceived. How a consumer perceives a particular product is important for the marketer because it will affect consumer's decision. As consumers' perceptions affect the consumption behavior, products and all marketing activities should be designed in a way that secures consumers' positive perception.

SCOPE OF THE STUDY

The scope of the study is to make a comparative analysis between kitchen appliances brands like TTK Prestige, Hawkins and Butterfly and to find out the behavior of customer opinion towards kitchen appliances regarding the price and quality. The study is help to find out the customers' behavior towards the selection of kitchen appliances regarding innovation, safety and safety and healthy, color and service after sales.

OBJECTIVES OF THE STUDY

Primary Objective:

To make a comparative study on kitchen appliances brands like TTK Prestige, Hawkins and Butterfly.

Secondary Objective:

To analyze the customer opinion towards kitchen appliances brands like TTK Prestige, Hawkins and Butterfly.

To know the perception of the customer regarding the price.

To know the perception of the customer regarding quality.

To identify the customer behavior on selection of those kitchen appliances based on innovation, safety and healthy, color and service after sales.

REVIEW OF LITERATURE

Kotler and Keller, (2012)

One of the common views is that understanding consumer behavior has become a factor that has a direct impact on the overall performance of the business and it's main objective it to learn the way how the individuals, groups organization choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and brands.

Sharma. D. D, (2002)

The area of customer perception in marketing research are important because about 80% of national income are constituted by expenditure incurred by the customer. The study of the customer behavior is a part of sociology, economics and politics. Vanniarajan and Kubendran (2005)

Describe that consumer perception and usage of any product can be changed due to change in food eating habits. If income and urbanization increases in among consumers then the percentage of income spent on consumption Increases. The urban consumer mostly like branded products as compared to rural consumers.

Aaker (2000)

Assess that brand awareness plays a vital role in consumer perception especially when their buying pattern is not defined. Branded items gives the feeling of familiarity especially in low involvement products for example soaps and other day to day usage items, media and advertisement are effective tools for awareness. Brown et al. (2000)

Reported that the need for educating young generation specially those who are in their adolescence are noticeably increasing, given their regular food eating habits and behavior, children who are in their teenage prefer food with respect to food nutritious as well as three factors plays very important role, home environment, school and social gatherings .

Kotler, Philip (1999)

Perception is a feeling of pleasure or disappointment resulting from comparing product perceived performance in relation to his or her expectations. If the performance matches the expectations, the customer is perception.

RESEARCH METHODOLOGY

Research Design: Descriptive research design is used to measure the customer perception towards kitchen appliances. The data has been collected through structured questionnaire.

Sample size: The study is conducted on 101 random customer of various brand's kitchen appliances, out of 101 respondent 48 respondents are male and 53 respondent are female.

Sampling Technique: Simple Random sampling is used in this research to collect data about the perception of customer towards kitchen appliances brands like TTK prestige, Hawkins and Butterfly. Simple Random sampling is a kind of probability sampling in which the researcher can select participant randomly from a population. Every member of the population has an equal chance of being selected.

GENDER	COUNT OF GENDER	PERCENTAGE
MALE	48	47.5
FEMALE	53	52.5
TOTAL	101	100
AGE	COUNT OF AGE	PERCENTAGE
Below 20 years	17	16.8
21 – 40 years	81	80.2
41 – 60 years	03	3
Above 61	00	0
TOTAL	101	100

Type of data collected Primary data are collected from respondent by survey method and secondary data are collected from journals and web sources.

DATA ANALYSIS TOOLS: ANOVA (One Way), Correlation and Regression. **DATA INTERPRETATION AND ANALYSIS**

SATISTICAL ANALYSIS

ONE WAY ANOVA

Used to determine whether there is a significant different between age of the respondent and customer satisfaction towards durability of kitchen appliances.

ANOVA

Age of respondent

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.381	2	.190	1.101	.336
Within Groups	16.946	98	.173		
Total	17.327	100			

Hypothesis:

Null Hypothesis: (H0) There is no significant different between age of the respondent and customer satisfaction towards durability of TTK Prestige.

Alternate Hypothesis: (H1) There is a significant different between age of the respondent and customer satisfaction towards durability of TTK Prestige.

Sig. value = 0.336 (Significant value > 0.05, H0 is Accepted)

Inference: There is no significant different between age of the respondent and customer satisfaction towards durability of TTK Prestige

ANOVA

Age of respondent

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.434	3	1.811	14.775	.000
Within Groups	11.892	97	.123		
Total	17.327	100			

Hypothesis:

Null Hypothesis: (H0) There is no significant different between age of the respondent and customer satisfaction towards durability of Hawkins.

Alternate Hypothesis: (H1) There is a significant different between age of the respondent and customer satisfaction towards durability of Hawkins.

Sig. value = 0.00 (Significant value < 0.05, H0 is Rejected)

Inference: There is a significant different between age of the respondent and customer satisfaction towards durability of Hawkins.

ANOVA

Age of respondent

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.406	3	1.135	7.911	.000
Within Groups	13.921	97	.144		
Total	17.327	100			

Hypothesis: Null Hypothesis: (H0) There is no significant different between age of the respondent and customer satisfaction towards durability of Butterfly.

Alternate Hypothesis: (H1) There is a significant different between age of the respondent and customer satisfaction towards durability of Butterfly.

Sig. value = 0.00 (Significant value < 0.05, H0 is Rejected)

Inference: There is a significant different between age of the respondent and customer satisfaction towards durability of Butterfly.

ONE WAY ANOVA

Used to determine whether there is a significant different between income of the respondent and customer perception towards price of kitchen appliances.

ANOVA

Income of the respondent

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.918	2	.459	.484	.618
Within Groups	92.924	98	.948		
Total	93.842	100			

Hypothesis:

Null Hypothesis: (H0) There is no significant different between income of the respondent and customer perception towards price of TTK Prestige.

Alternate Hypothesis: (H1) There is a significant different between income of the respondent and customer perception towards price of TTK Prestige.

Sig. value = 0.618 (Significant value > 0.05, H0 is Accepted)

Inference: There is no significant different between income of the respondent and customer perception towards price of TTK Prestige.

ANOVA

Income of the respondent

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.677	2	.338	.356	.701
Within Groups	93.165	98	.951		
Total	93.842	100			

Hypothesis:

Null Hypothesis: (H0) There is no significant different between income of the respondent and customer perception towards price of Hawkins.

Alternate Hypothesis: (H1) There is a significant different between income of the respondent and customer perception towards price of Hawkins.

Sig. value = 0.701 (Significant value > 0.05, H0 is Accepted)

Inference: There is no significant different between income of the respondent and customer perception towards price of Hawkins.

ANOVA

Income of the respondent

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.487	2	1.244	1.334	.268
Within Groups	91.354	98	.932		
Total	93.842	100			

Hypothesis:

Null Hypothesis: (H0) There is no significant different between income of the respondent and customer perception towards price of Butterfly.

Alternate Hypothesis: (H1) There is a significant different between income of the respondent and customer perception towards price of Butterfly.

Sig. value = 0.268 (Significant value > 0.05, H0 is Accepted)

Inference: There is no significant different between income of the respondent and customer perception towards price of Butterfly.

CORRELATION

Correlation analysis to determine whether there is a relation between to what extent expectations of customer met and how respondents are recommend these kitchen appliance brands to others.

Correlations

		Expectation of TTK Prestige	Recommandation of TTK Prestige
Expectation of TTK Prestige	Pearson Correlation	1	.641**
	Sig. (2-tailed)		.000
	N	101	101
Recommandation of TTK Prestige	Pearson Correlation	.641**	1
	Sig. (2-tailed)	.000	
	N	101	101

Correlation value = 0.641 (Correlation value is > 0) so positively correlated.

Inference: There is a positive relation between to what extent expectations of customer met and how respondents are recommend TTK Prestige kitchen appliances to others.

Correlations

		Expectation of Hawkins	Recommandation of Hawkins
Expectation of Hawkins	Pearson Correlation	1	.543**
	Sig. (2-tailed)		.000
	N	101	101
Recommandation of Hawkins	Pearson Correlation	.543**	1
	Sig. (2-tailed)	.000	
	N	101	101

Correlation value = 0.543 (Correlation value is > 0) so positively correlated.

Inference: There is a positive relation between to what extent expectations of customer met and how respondents are recommend Hawkins kitchen appliances to others.

Correlations

		Expectation of Butterfly	Recommandation of Butterfly

Expectation of Butterfly	Pearson Correlation	1	.638**
	Sig. (2-tailed)		.000
	N	101	101
Recommendation of Butterfly	Pearson Correlation	.638**	1
	Sig. (2-tailed)	.000	
	N	101	101

Correlation value = 0.638 (Correlation value is > 0) so positively correlated.

Inference: There is a positive relation between to what extent expectations of customer met and how respondents are recommend Butterfly appliances to others.

REGRESSION

Regression analysis to determine whether there is a significant linear relation between gender of respondent and respondents rating towards VALUE FOR MONEY on each kitchen appliances.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.523	.116		13.152	.000
VALUE FOR MONEY for TTK Prestige	.001	.053	.002	.021	.984

Hypothesis:

Null Hypothesis: (H0) There is no significant linear relation between gender of respondent and respondents rating towards VALUE FOR MONEY on TTK Prestige.

Alternate Hypothesis: (H1) There is a significant linear relation between gender of respondent and respondents rating towards VALUE FOR MONEY on TTK Prestige.

Sig. value = 0.984 (Significant value > 0.05, H0 is Accepted)

Inference: There is no significant linear relation between gender of respondent and respondents rating towards VALUE FOR MONEY on TTK Prestige.

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	1.608	.175		9.209	.000
	VALUE FOR MONEY for Hawkins	-.032	.065	-.050	-.500	.618

Hypothesis Null Hypothesis: (H0) There is no significant linear relation between gender of respondent and respondents rating towards VALUE FOR MONEY on Hawkins.

Alternate Hypothesis: (H1) There is a significant linear relation between gender of respondent and respondents rating towards VALUE FOR MONEY on Hawkins.

Sig. value = 0.618 (Significant value > 0.05, H0 is Accepted)

Inference: There is no significant linear relation between gender of respondent and respondents rating towards VALUE FOR MONEY on Hawkins.

Coefficientsa

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.689	.124		13.650	.000
	VALUE FOR MONEY for Butterfly	-.074	.051	-.144	-1.446	.151

Hypothesis Null Hypothesis: (H0) There is no significant linear relation between gender of respondent and respondents rating towards VALUE FOR MONEY on Butterfly.

Alternate Hypothesis: (H1) There is a significant linear relation between gender of respondent and respondents rating towards VALUE FOR MONEY on Butterfly.

Sig. value = 0.151 (Significant value > 0.05, H0 is Accepted)

Inference: There is no significant linear relation between gender of respondent and respondents rating towards VALUE FOR MONEY on Butterfly.

FINDINGS OF THE STUDY:

1. In this study, there are 101 respondents where 52.5% are female and 47.5% are male.
2. Nearly 80.2% of respondents lie under the 21 – 40 age category.
3. Advertisement plays the mager role in knowing about the these brands.
4. Most of the customers are preferring TTK Prestige and Butterfly kitchen appliances.
5. Overall customer perception about the price of the kitchen appliances is moderate.

6. According to the study, Most of the customers are felt that TTK Prestige gave them more VALUE FOR MONEY for their purchase of kitchen appliances.
7. From the study we inferred that, most of the customer satisfied with service of Hawkins after the sales.
8. Most of customer perception about quality of TTK Prestige kitchen appliances are very good.
9. According to the study, Most of the customer perception about the price safety and healthy level on product of TTK Prestige is high.
10. This study shows that customer perception about the offers and discounts given by Hawkins and Butterfly the kitchen appliances is good.
11. From this study we inferred that all of the mentioned factors are preferred by customer while buying TTK Prestige kitchen appliances then Butterfly and Hawkins.
12. According to the study, over all perception about TTK Prestige is excellent and overall perception about Hawkins and Butterfly is good.
13. From one way ANOVA: Age of the respondent and customer satisfaction towards durability of kitchen appliances.
14. There is no significant different between age of the respondent and customer satisfaction towards durability of TTK Prestige
15. There is a significant different between age of the respondent and customer satisfaction towards durability of Hawkins.
16. There is a significant different between age of the respondent and customer satisfaction towards durability of Butterfly.
17. From one way ANOVA: Income of the respondent and customer perception towards price of kitchen appliances.
18. There is no significant different between income of the respondent and customer perception towards price of TTK Prestige.
19. There is no significant different between income of the respondent and customer perception towards price of Hawkins.
20. There is no significant different between income of the respondent and customer perception towards price of Butterfly.
21. From Correlation analysis: To what extent expectations of customer met and how respondents are recommend these kitchen appliance brands to others.
22. There is a positive relation between to what extent expectations of customer met and how respondents are recommend TTK Prestige kitchen appliances to others.

23. There is a positive relation between to what extent expectations of customer met and how respondents are recommend Hawkins kitchen appliances to others.
24. There is a positive relation between to what extent expectations of customer met and how respondents are recommend Butterfly appliances to others.
25. From Regression: Gender of respondent and respondents rating towards VALUE FOR MONEY on each kitchen appliances.
26. There is no significant linear relationship between gender of respondent and respondents rating towards VALUE FOR MONEY on TTK Prestige.
27. There is no significant linear relationship between gender of respondent and respondents rating towards VALUE FOR MONEY on Hawkins.
28. There is no significant linear relationship between gender of respondent and respondents rating towards VALUE FOR MONEY on Butterfl

SUGGESTIONS:

1. Hawkins kitchen appliances holds less percent of usage then TTK Prestige and Butterfly, so it about consider about how to increasing customer usage of its kitchen appliances.
2. 7% of respondent alone rate that VALUE FOR MONEY for Butterfly kitchen appliances are very likely, so it would consider about how to increasing providing VALUE FOR MONEY.
3. 5 % of respondent alone mostly satisfied with service after the sales of Hawkins, so it should work on increasing their customer satisfaction level on service after the sales.
4. From this study less number of respondent alone felt that offers and discounts given by TTK Prestige and Butterfly very good, so these companies would consider about giving more offers and discounts.
5. 12 respondents out of 101 alone felt that overall customer perception about Hawkins is excellent, so it should work on increasing this count.

CONCLUSION:

On the basis of data obtained in the survey infer that customer perception about TTK Prestige excellent and its reached highest level of customer satisfaction compared with others brands. All the three companies are satisfied their customer expectations and many respondent shows their positive responses to recommending these brands to others. This study infer that price and quality of the kitchen appliance are the most influencing factors. As observed advertisement is the important sources in creating brand awareness of each kitchen appliance. Respondents between age group of 21-40 years are mostly satisfied with the durability of kitchen appliance.